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## **LockerDome Surpasses Three Million Monthly Unique Visitors**

*Cross-promotional contests by Larry Fitzgerald, Troy Polamalu, Pete Rose, Wade Boggs, Rawlings and many others help spur growth*

**LockerDome** announced today that it has **surpassed three million monthly unique visitors**, continuing its ascension as one of the fastest growing online sports-specific websites in the world. The sports social media platform's skyrocketing growth is fueled by the unique value it offers as a publishing platform for the 1,350 professional athletes, brands, media personalities, parody sites, and other sports properties that hosts their brands on LockerDome as part of their overall social media strategy. By leveraging LockerDome, publishers are able to reach a more engaged, targeted sports audience and increase their overall social media footprint. Since launching in January, the interactive sports social media platform has delivered **47% average growth** across Facebook and Twitter for its properties (average 4.3 month span, 109,018 to 144,746 followers).

Sports enthusiasts join LockerDome to become a part of interest-specific sports communities where they can consume content and interact with like-minded fans around their favorite professional athletes, teams and sports. The company has been **growing at an average rate of 14% per week** since its launch 11 months back, surpassing one million uniques in June, two million in October and now three million in November. At its current growth rate, LockerDome is on pace to be a top-10 most visited sports site in the next 12 – 18 months.

Contributing to LockerDome's tremendous growth are the contests that professional athletes, brands, and media personalities host on its platform, with its high-profile contests attracting more than 100,000 entries. Unique to LockerDome is the ability for its properties to easily cross-promote one another, as well as run their contests seamlessly across Facebook and Twitter, maximizing the audience that each property reaches. **Contests on LockerDome boast an average landing page conversion of 19%, more than six times above the industry average of 2% – 3%.** Current featured contests include MLB Hall of Famer, Wade Boggs, MLB's all-time hits leader, Pete Rose, NFL Superstars, Larry Fitzgerald and Troy Polamalu, and the iconic baseball brand, Rawlings (see [lockerdome.com/contests](http://lockerdome.com/contests)).

"This is just the tip of the iceberg for LockerDome. As explosive as LockerDome's growth has been in 2012, we will undoubtedly be even more dominant in 2013," **commented Gabe Lozano, co-founder and CEO of LockerDome.** "The overwhelming demand for LockerDome by professional athletes, media partners, brands and the targeted audiences these publishers reach, and the subsequent meteoric growth from that demand, is a clear indication that the LockerDome platform will only continue to strengthen."

"Every professional athlete needs to be on LockerDome. By leveraging LockerDome as the social media hub for my personal brand, I've been able to better engage my fans and grow my entire social presence across Facebook, Twitter, and LockerDome," said **Larry Fitzgerald, All-Pro NFL wide receiver with the Arizona Cardinals**. "From a content standpoint, I use LockerDome not only to host unique fan giveaways, but also as a daily source to post behind the scenes, interactive content."

"As one of the world's premier sports agencies, we're always looking for unique technologies that give our clients an edge. LockerDome has become part of our secret sauce," said **Adam Rosenthal, Director of Athlete Marketing at Octagon Sports**. "LockerDome not only enhances our clients' brands, but also provides them with new monetization opportunities. LockerDome will become a standard across all professional athletes and notable sports figures."

#### **About LockerDome**

LockerDome is a social media platform for your sports life. More than three million people - athletes, fans, parents, and coaches - use LockerDome to consume content and interact with like-minded people around their favorite sports interests. LockerDome has approved 1,350 of the top sports brands in the country to launch their own LockerDome networks, which serve as interest-specific communities within LockerDome around their brands; this list includes celebrity athletes, media personalities, media companies, corporate brands and amateur sports programs. Learn more at [www.lockerdome.com](http://www.lockerdome.com).

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